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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-38 (GP-100-00-US)

Appl. No.: 10/674,056

Applicant: Georges R. HARIK

Filed: September 29, 2003

Title: GENERATING INFORMATION FOR ONLINE ADVERTISEMENTS FROM
INTERNET DATA AND TRADITIONAL MEDIA DATA

TC/A.U.: 2161

Examiner: Kavita Padmanabhan

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to Office Action mailed on July 17, 2006 (Paper No. 20060706), which set a period for response to expire on October 17, 2006; that period being extended one (1) month to expire on November 17, 2006 please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 14 of this paper.